

## **A STUDY ON IMPACT OF SOCIO DEMOGRAPHICS VARIABLES TOWARDS PROFESSIONAL CHALLENGES OF WOMEN EMPLOYEES FOR WORK LIFE BALANCE IN IT COMPANIES AT BENGALURU CITY**

**Mrs. Bhagyalaxmi Koti**

Assistant Professor, Department of MBA, Shranbasva University, Kalaburagi  
And

**Dr. Rekha N Patil**

Assistant Professor, Department of Management Studies, VTU Regional Centre, Kalaburagi

### **ABSTRACT**

As balancing work and life is significant for any employee to keep themselves motivated and to have a better work life as well as personal life. This study has been conducted to understand how women employees balances their work and life working in IT companies. The professional that challenges that impact their perception on better quality of work were assessed. The perception towards challenges differs from each category of employees. The better work place polices that supports their work and life were identified and suitable suggestions were provided to implement the suggestions in hospitals. The purpose of this study was to investigate the impact of professional challenges of work-life balance on women employees in IT companies at Bengaluru, India. The study employed a sample consisting of 512 women employees from IT companies located at Bengaluru. Data analysis has done using non parametric Kruskal-Wallis Test, Mann-Whitney U Test for pairwise comparison of most significant variable & simple linear regression tests using SPSS were conducted to assess the data. The study further reveals that the demographic variables age, education and number of children has significant impact on the professional challenges factors- personal, family and organization factors.

**Keywords:** Women employees, IT companies, Professional challenges, demographic factors

### **INTRODUCTION**

All throughout the world, people struggle to find a balance between their personal and professional lives, regardless of their country, culture, religion, gender, or ethnicity. The phrase "work-family balance" describes the skilful and efficient division of one's time between personal and professional position, which encompasses a variety of roles that a person may assume at home and at work. The phrase 'work-life balance' was initially used in 1986 by Americans who were devoting their entire being to their jobs in an attempt to meet company objectives, often at the expense of their personal lives, relationships, and hobbies. Due to their lengthy work hours, this has impacted both their health and their relationship with the family.

The idea of work-life balance is starting to become more widely accepted in the workplace. Men and women alike, as well as different organizations, view work-life balance as a critical issue. In the 1990s, there has been a noticeable rise in the quantity of women who work and those who make two salaries. Furthermore, regardless of the nature of the employment, work-life balance has been acknowledged as a problem globally. Another idea that's gaining traction is single parenting. Today's workforce is looking for "careers" rather than "jobs." A growing proportion of female employees are likewise seeking "careers." Most of the time, they find it difficult to reconcile job

and life. There are benefits to employees' wellbeing when there is a healthy work-life balance. Indirectly, employers also gain from it as it lowers stress levels and the likelihood of burnout. Employers can assist their company increase productivity, achieve superior performance, and gain a competitive advantage by creating an environment that fosters excellent work-life balance. Employees are guided toward progress by a helpful manager who understands their requirements, leads by example, informs them of their possibilities, and guides them. Work-life balance becomes effortless for staff members in such an atmosphere.

The present paper reveals the significant impact of demographic variables towards the perception of women employees with respect to the professional challenges faced by them.

## **1. LITERATURE REVIEW**

(Pallavi Shrirang Yadav, 2023), in their research paper working women are capable of successfully juggling both their personal and professional lives. Although some women struggle to balance their work and personal lives, they still attempt to do so. Those who are employed from the most people in Sangli district are content while working. Some of the women believe that in addition to finding a work-life balance, they also need a little extra time to spend with their families. Some working women also find time to participate in their hobbies and interests. In contrast, some people are still attempting to strike a balance between their employment and their interests.

(Geetha Manoharan, 2023), authors in their research study “Work-life balance perceptions of women in the IT and ITeS sectors in Kerala: A Research Study” found that a healthy work-life balance will lead to employee job satisfaction, which will lead to organizational performance and establish a competitive edge for IT enterprises. The human resources department of the business should take the lead in advocating for suitable work-life balance policies and ensuring that the workers are benefited by them. Employees should practice self-management in order to minimize some of the imbalances between work and life that are caused by stress, burnout, family responsibilities, etc. They might gain from yoga, meditation, extracurricular activities, accurate job evaluation, beneficial training, and other things

(Dr. V. Vishnukanth Rao H. A., 2022), in their research paper it is analyzed that female university employees have different opinions on work-life balance. Thus, we can draw the conclusion that individuals from different departments have a range of ideas about their work environments, as well as their family environments and work-life balance. Even though the employees express their pleasure with the work environment and the family environment, there is dissatisfaction with the employees' ability to balance their professional and personal lives.

(Siham Lekchiri, 2020), their an exploratory methodology has been used to identify the different obstacles that Moroccan organizational context presents for women's WLB. The results of this study showed that women are disproportionately burdened by their demanding professional and family responsibilities, making it harder for them to balance both roles and leading to an unbalanced work-life. The study provides insightful information on women's perceptions of their existing WLB and considers potential ways to make it better.

(Fazal, 2017) in her article “Perceptions of women academics regarding work–life balance: A Pakistan Case” stated that most women academics find it challenging to keep a balance between their home and workplace responsibilities. Participants faced a range of problems both at home and in the workplace that impacted their life in both places. These problems included lack of support and facilities at home and in the workplace. Some of the strategies the participants adopted to keep this balance included separating and scheduling home–work time, securing support of the family and utilizing time in the workplace more productively.

## 2. OBJECTIVES OF THE STUDY

1. To understand the opinion of women employees on professional challenges that imbalances work and life.
2. To know the significant influence of demographic variables on professional challenges of women employees for work and life balance.

## 4. RESEARCH METHODOLOGY

Descriptive Research Design is used for the purpose of this research using a structured questionnaire. A sample of 512 respondents were involved in the study to collect the primary data from them on work life balance. Samples were drawn from the population of women employees working various IT companies Bengaluru City.

Data analysis was done using non parametric Kruskal-Wallis Test, Mann-Whitney U Test for pairwise comparison of most significant variable & simple linear regression tests using SPSS were conducted to assess the data. The study further reveals that the demographic variables age, education and number of children has significant impact on the professional challenges factors- personal, family and organization factors.

## 5. DATA ANALYSIS AND INTERPRETATION

The professional challenges of women employees have been studied with respect to personal, family and organization factors affecting the perception of women employees towards the work life balance. And the impact of demographic variables age, education, family values, no. of children, marital status, family type, spouse working and shift of working.

### **Hypothesis:**

**Null Hypothesis (H<sub>0</sub>):** There is no significant relationship between the socio demographic variables on perception towards professional challenges of work life balance.

**Alternative Hypothesis (H<sub>a</sub>):** There is significant relationship between the socio demographic variables on perception towards professional challenges of work life balance.

5.1 Personal Factors: Demographic Profile

Table 1: Kruskal-Wallis Test

Variables	Response	N	Mini mum	Maxi mum	Mean	SD	Median	Mean Rank	$\chi^2$	df	p-value
Age	Less than 25 years	164	5	25	18.29	4.49	19.00	242.60	7.926	2	0.019*
	25 to 35 years	272	5	25	18.64	4.36	19.00	253.01			
	35 to 45 years	76	6	25	19.95	3.39	21.00	298.99			
Education	Under Graduate	61	6	25	19.25	4.16	20.00	276.59	22.73	3	0.000**
	Diploma	213	5	25	17.76	4.56	19.00	222.78			
	Graduate	183	5	25	19.17	4.07	20.00	271.60			
	Post Graduate	55	11	25	20.38	3.32	21.00	314.55			
Family values	Orthodox	67	5	25	19.00	4.28	20.00	269.72	0.720	2	0.698
	Moderate	373	5	25	18.65	4.34	19.00	253.54			
	Liberal	72	5	25	18.82	4.16	20.00	259.52			
No. of Children	None	131	5	25	19.10	4.07	20.00	156.85	5.644	2	0.059
	One	140	5	25	18.66	3.97	19.00	145.45			
	Two	38	6	25	20.11	3.80	21.00	183.79			

\* Indicates significant at P< 0.05    \*\* Indicates significant at P<0.01

From the Table 1 depicts the influence of age, education, family values and number of children on total scores of Personal factors- Demographic Profile in Professional challenges. The Kruskal Wallis test reveals that there is a significant influence of education and age on total scores of Personal factors in Professional challenges (i.e. p<0.01 & p<0.05 respectively).

Table 2: Non-Parametric Tests: Mann-Whitney U Test

Variable	Pairs	Z	p-value
Age	Less than 25 years vs 25 to 35 years	0.660	0.509
	Less than 25 years vs 35 to 45 years	2.894	0.004**
	25 to 35 years vs 35 to 45 years	2.315	0.021*
Education	Under Graduate vs Diploma	2.567	0.010*
	Under Graduate vs Graduate	0.201	0.841

	Under Graduate vs Post Graduate	1.478	0.139
	Diploma vs Graduate	3.286	0.001**
	Diploma vs Post Graduate	4.049	0.000**
	Graduate vs Post Graduate	1.927	0.054

\* Indicates significant at P< 0.05    \*\* Indicates significant at P<0.01

The table 2 reveals the pairwise significant difference across age groups on total scores of Personal factors in Professional challenges. It is found that pairs with less than 25 years vs 35 to 45 years and 25 to 35 years vs 35 to 45 years and Diploma vs Post Graduate, Diploma vs Graduate and Under Graduate vs Diploma were showing statistically significant (i.e., p<0.01 & p<0.05).

**Table 3: Mann-Whitney U Test**

Variables	Response	N	Mini mum	Maxi mum	Mean	SD	Median	Mean Rank	Z	p-value
Marital status	Single	202	5	25	18.38	4.68	19.00	248.61	0.978	0.328
	Married	310	5	25	18.95	4.02	20.00	261.64		
Family type	Nuclear	338	5	25	18.80	4.17	19.50	257.47	0.207	0.836
	Joint	174	5	25	18.58	4.56	20.00	254.62		
Spouse working	Yes	285	5	25	19.00	3.94	20.00	155.89	0.073	0.942
	No	26	5	25	18.58	5.27	20.00	157.23		
Shift	General	266	5	25	19.01	3.78	20.00	147.61	0.821	0.412
	Morning	31	5	25	18.68	5.92	21.00	160.94		

\* Indicates significant at P< 0.05    \*\* Indicates significant at P<0.01

In the table 3, the Mann Whitney U test reveals there that there was no statistically significant influence seen for other sociodemographic variables – marital status, family type and spouse working and shift on total Personal factors in Professional challenges with p>0.05.

**5.2 Family Factors: Demographic Profile**

**Table 4: Kruskal-Wallis Test**

Variables	Response	N	Mini mum	Maxi mum	Mean	SD	Median	Mean Rank	$\chi^2$	df	p-value
Age	Less than 25 years	164	5	25	18.82	4.77	20.00	246.16	11.877	2	0.003**
	25 to 35 years	272	5	25	19.08	4.38	20.00	247.73			

	35 to 45 years	76	11	25	20.89	2.60	21.00	310.21			
Education	Under Graduate	61	5	25	20.30	4.44	22.00	305.14	13.50	3	0.004**
	Diploma	213	5	25	18.55	4.68	20.00	232.51			
	Graduate	183	5	25	19.49	4.10	20.00	262.58			
	Post Graduate	55	13	25	20.13	3.19	21.00	275.24			
Family values	Orthodox	67	5	25	20.06	4.44	21.00	291.89	4.452	2	0.108
	Moderate	373	5	25	19.13	4.36	20.00	251.01			
	Liberal	72	6	25	19.24	4.16	20.00	251.99			
	None	131	5	25	19.23	4.12	20.00	150.10			
No. of Children	One	140	5	25	19.41	4.06	20.00	154.13	2.352	2	0.309
	Two	38	11	25	20.50	2.83	20.50	175.09			

\* Indicates significant at P< 0.05    \*\* Indicates significant at P<0.01

The above Table 4 will give you the influence of age, education, family values and number of children on total scores of Family factors in Professional challenges. The Kruskal Wallis test reveals that there was significant influence of age and education on total scores of Family factors in Professional challenges (i.e., p<0.05).

**Table 5: Non-Parametric Tests: Mann-Whitney U Test**

Variable	Pairs	Z	p-value
Age	Less than 25 years vs 25 to 35 years	0.140	0.888
	Less than 25 years vs 35 to 45 years	3.052	0.002**
	25 to 35 years vs 35 to 45 years	3.322	0.001**
Education	Under Graduate vs Diploma	3.211	0.001**
	Under Graduate vs Graduate	2.151	0.031*
	Under Graduate vs Post Graduate	1.117	0.264
	Diploma vs Graduate	2.089	0.037*
	Diploma vs Post Graduate	1.967	0.049*
	Graduate vs Post Graduate	0.511	0.610

\* Indicates significant at P< 0.05    \*\* Indicates significant at P<0.01

The above table 5 provides pairwise significant difference across age groups and education on total scores of Family factors in Professional challenges. It was found that pairs with 25 to 35 years vs 35 to 45 and less than 25 years vs 35 to 45 years and Under Graduate vs Diploma, Under Graduate vs Graduate, Diploma vs Graduate and Diploma vs Post Graduate were showing statistically significant (i.e.,  $p < 0.01$  &  $p < 0.05$ ).

**Table 6: Mann-Whitney Test**

Variables	Response	N	Mini mum	Maxi mum	Mean	SD	Median	Mean Rank	Z	p-value
Marital status	Single	202	5	25	18.96	4.76	20.00	251.98	0.561	0.575
	Married	310	5	25	19.47	4.05	20.00	259.45		
Family type	Nuclear	338	5	25	19.39	4.08	20.00	257.30	0.170	0.865
	Joint	174	5	25	19.03	4.82	20.00	254.95		
Spouse working	Yes	285	5	25	19.41	3.88	20.00	156.54	0.349	0.727
	No	26	5	25	18.62	5.46	20.00	150.13		
Shift	General	266	5	25	19.48	3.75	20.00	148.96	0.026	0.980
	Morning	31	5	25	18.71	5.63	20.00	149.37		

\* Indicates significant at  $P < 0.05$       \*\* Indicates significant at  $P < 0.01$

In table 6, the Mann Whitney U test reveals there that there was no statistically significant influence seen for other sociodemographic variables – marital status, family type and spouse working and shift on total Personal factors in Professional challenges with  $p > 0.05$ .

### 5.3 Organization Factors: Demographic Profile

**Table 7: Kruskal-Wallis Test**

Variables	Response	N	Mini mum	Maxi mum	Mean	SD	Median	Mean Rank	$\chi^2$	df	p-value
Age	Less than 25 years	164	6	30	21.94	5.94	23.00	232.31	15.164	2	0.001**
	25 to 35 years	272	6	30	22.98	5.06	24.00	255.58			
	35 to 45 years	76	14	30	24.97	3.24	26.00	312.00			
Education	Under Graduate	61	6	30	23.28	5.39	25.00	270.71	9.460	3	0.024*
	Diploma	213	6	30	22.27	5.26	23.00	233.14			
	Graduate	183	6	30	23.30	5.33	24.00	270.90			

	Post Graduate	55	12	29	23.98	4.26	25.00	283.30			
Family values	Orthodox	67	6	30	21.63	5.82	22.00	220.21	4.971	2	0.083
	Moderate	373	6	30	23.18	5.13	24.00	263.68			
	Liberal	72	8	30	22.93	5.04	24.00	253.10			
No. of Children	None	131	6	30	23.40	5.12	24.00	159.39	6.585	2	0.037*
	One	140	6	30	22.74	4.77	24.00	143.22			
	Two	38	14	30	24.87	3.71	25.50	183.25			

\* Indicates significant at P< 0.05 \*\* Indicates significant at P<0.01

The above Table 7 will give you the influence of age, education, family values and number of children on total scores of Organizational factors in Professional challenges. The Kruskal Wallis test reveals that there was significant influence of age, education and number of children on total scores of Organizational factors in Professional challenges with (i.e., p<0.01 & p<0.05).

**Table 8: Non-Parametric Tests: Mann-Whitney U Test**

Variable	Pairs	Z	p-value
Age	Less than 25 years vs 25 to 35 years	1.592	0.001**
	Less than 25 years vs 35 to 45 years	3.892	0.000**
	25 to 35 years vs 35 to 45 years	2.944	0.003**
Education	Under Graduate vs Diploma	1.757	0.079
	Under Graduate vs Graduate	0.013	0.990
	Under Graduate vs Post Graduate	0.463	0.643
	Diploma vs Graduate	2.542	0.011*
	Diploma vs Post Graduate	2.229	0.026*
	Graduate vs Post Graduate	0.561	0.575
No. of children	None vs One	1.447	0.148
	None vs Two	1.341	0.180
	One vs Two	2.558	0.011*

\* Indicates significant at P< 0.05 \*\* Indicates significant at P<0.01

The table 8 provides pairwise significant difference across age groups and education on total scores of Organizational factors in Professional challenges. It was found that pairs with Less than 25 years vs 35 to 45 years, less than 25 years vs 25 to 35 years, 25 to 35 years vs 35 to 45 years and Diploma

vs Graduate and Diploma vs Post Graduate and One vs Two number of children were showing statistically significant (i.e.,  $p < 0.01$  &  $p < 0.05$ ).

**Table 9: Mann-Whitney Test**

Variables	Response	N	Mini mum	Maxi mum	Mean	SD	Median	Mean Rank	Z	p-value
Marital status	Single	202	6	30	22.31	5.58	24.00	239.39	2.117	0.034*
	Married	310	6	30	23.35	4.94	24.00	267.65		
Family type	Nuclear	338	6	30	22.90	5.15	24.00	254.43	0.443	0.658
	Joint	174	6	30	23.02	5.38	24.00	260.53		
Spouse working	Yes	285	6	30	23.37	4.74	24.00	159.48	2.266	0.023*
	No	26	6	30	20.58	6.46	22.00	117.85		
Shift	General	266	6	30	23.26	4.71	24.00	147.83	0.689	0.491
	Morning	31	6	30	23.39	6.04	25.00	159.03		

\* Indicates significant at  $P < 0.05$  \*\* Indicates significant at  $P < 0.01$

In table 9, the Mann Whitney U test reveals there that there was statistically significant influence of seen for sociodemographic variables – marital status and spouse working on total Organizational factors in Professional challenges with  $p < 0.05$ . However, there was no statistically significant influence seen for other sociodemographic variables family type and shift on total Organizational factors in Professional challenges with  $p > 0.05$

Hypothesis	Result	Remark
<b>Null Hypothesis (H0):</b> There is no significant relationship between the socio demographic variables on perception towards professional challenges of work life balance.	The result has revealed that there is a significant influence of socio demographic variables on perception towards professional challenges of work life balance.	Rejected
<b>Alternative Hypothesis (Ha)</b> There is significant relationship between the socio demographic variables on perception towards professional challenges of work life balance.	There is a significant influence of socio demographic variables on perception towards professional challenges of work life balance.	Accepted

## 6. FINDINGS OF THE STUDY

The study shows that following are the main findings of the study with respect to impact of socio demographic factors on the perception of women employees towards the work life balance.

1. The study reveals that there is an influence of education and age on personal factors of professional challenges as  $p < 0.01$  and  $p < 0.05$  respectively where as other demographic factors marital status, family type, spouse working & shift don't have impact on it.
2. The study finds that there is a significant influence of age and education on family factors of professional challenges as  $p < 0.01$ .
3. It is also noticed that there is an influence of age, education, number of children, marital status, spouse working and shift on organizational factors of professional challenges at  $p < 0.05$  and  $p < 0.01$ .
4. Finally, it is found that there is a significant influence of socio demographic variables on perception towards professional challenges of work life balance.

## 7. CONCLUSION

The work life balance of women employees plays a vital role in IT sectors. So, mostly in IT sector the women employee faces more difficulties in managing their personal life and professional life. The work life balance is influenced by demographic factors on different factors are personal, family & organizational variables of professional challenges for work life balance. Thus, the women employee has to balance the both work and personal life, only the women employee should be satisfied with her job and get developed by themselves may lead to the good work life balance in current situation. In this paper it shows that all women are balanced and they are satisfied with their jobs.

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